

PRESS RELEASE

For Immediate Release

Hospitality Luminary Edmond Ip Joins Artyzen Hospitality Group To Launch Innovative New Concept With Contemporary Chinese Characteristics

(April 2nd, 2014 – Hong Kong) Branded hotel management company, **Artyzen Hospitality Group** is delighted to announce that **Edmond Ip**, one of hospitality industry's most eminent figures, has joined the Group as Vice-Chairman. Ip brings to Artyzen Hospitality Group a high-end hotel concept that he conceived back in 2007 and is excited that it has found a home within the Group's portfolio of lifestyle hotel brands. Zitan represents the "Soul of Chinese Modernity", a position that aligns beautifully with the Group's operating philosophy of providing culturally rewarding guest experiences.

A reputation for innovation

As the newly appointed Vice-Chairman of Artyzen Hospitality Group, Ip is both an industry veteran and innovator highly revered by his peers. With 40 years in the hotel industry, Ip held senior executive and development roles across some of the biggest names in the business. Following the early days of his career with Hyatt International where he headed the finance and accounting function globally, to his spearheading the growth of IHG's business in Asia especially in Greater China, Ip later became Chairman of Greater China, Hilton Worldwide. No stranger to innovation, Ip is notably one of the co-founders of Banyan Tree Hotels & Resorts, a ground-breaking concept at the time and now recognised as one of the top resort brands in the world. A philanthropist at heart with a pioneering spirit, Ip established the IHG Academy in China for local talents development and partnered with "Project Hope" in building schools for children in remote places and providing scholarship for those who are unable to afford education. Ip's all-round contributions have been duly recognised with the Trailblazer Award by Horwath HTL Asia Pacific and Lifetime Achievement Awards from the China Hotel Starlight Awards and the China Hotel Investment Conference (CHIC).

Vision to create a new brand focus on Contemporary Chinese elements and service

The seeds of Ip's vision for Zitan started back in 2007 and the idea is simple yet potent: To develop a brand whose whole essence stems from a Chinese cultural and hospitality provenance. Concepts drawn from one of the oldest cultures in the world, Chinese artistic and cultural references will inspire the contemporary look of the hotel and the progressive style of its service offering.

Ip feels that there is an opportunity to truly create something that emanates from a Chinese cultural soul, and in a progressive and contemporary way. He contends that there are global brands that provide service and menu offerings to appeal to a Chinese customer base, as well as China-based hospitality brands trying to emulate Western concepts and service standards. However, a brand born from a Chinese perspective is an entirely different idea.



Zitan will be Artyzen Hospitality Group's high-end brand ordained for the "Cultural Sophisticate". The DNA of the brand is inspired by the "Four Noble Ones": the Plum-blossom, the Orchid, Bamboo and the Chrysanthemum, each representing a prominent noble character and virtues which are highly regarded by Chinese. Their ascribed virtues, extolled in poetry and the visual arts for centuries, will serve as the hallmarks of the Zitan brand.

"We look to Chinese history and cultural influences to create a brand that will provide discerning guests, with an experience based on Chinese characteristics but in a contemporary manner." Ip explains. "Working in unison with owners, artists and designers, we want to create a product that will always be the first one, because each Zitan will be original".

About Artyzen Hospitality Group

Artyzen Hospitality Group is a subsidiary of Hong Kong-listed conglomerate Shun Tak Holdings. The hotel management company's branded hotel concepts and services bridge an East and West cultural understanding to create and generate profitable partnerships with developers and owners.

The Group's portfolio comprises Zitan, Artyzen Hotels & Resorts, and citizenM. Each hotel brand brings the Group's philosophy of Art, Culture and Emotional Wisdom to life in unique and contemporary ways to provide culturally rewarding guest experiences.

Artyzen Hospitality Group is led by a team of highly experienced and globally respected industry leaders known for innovation and talent management. The Group's management practices reinforce their partners' interests while upholding a strong commitment to building environmentally, socially and culturally sustainable properties.

Website: www.artyzhen.com

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This release was issued by Trimaran PR Asia on behalf of Artyzen Hospitality Group and Zitan. For media enquiries, please contact:

Fanny Jor
Tel: +852 3101 4684
Email: fanny@trimaran.com.hk

Phyllis Man
Tel: +852 3678 0102
Email: phyllis@trimaran.com.hk